

**CONTRACT**

www.nbcconnecticut.com

And:

**MEDIA STRATEGIES & RESEARCH VA**  
11350 RANDOM HILLS ROAD  
SUITE 670  
FAIRFAX, VA 22030

<u>Contract / Revision</u> 322082 / 5		<u>Alt Order #</u>
<u>Product</u> <b>SENATE 2012</b>		
<u>Contract Dates</u> <b>07/27/12 - 08/12/12</b>	<u>Estimate #</u> <b>11341</b>	
<u>Advertiser</u> <b>MURPHY FOR SENATE</b>		<u>Original Date / Revision</u> 07/03/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WVIT</b>	<u>Account Executive</u> Pat DeRico	<u>Sales Office</u> Hartford Local
<u>Special Handling</u>		
<u>Demographic</u> RA1849		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42650		<u>Advertiser Ref</u> 28027

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WVIT	07/27/12	08/12/12	OLY EARLY MORNING	M-F 6A-10A		:30			NM	13	\$7,000.00
IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	----1--				1	\$700.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WVIT	07/23/12-07/29/12		OLY EARLY MORNING	M-F 6A-10A	-----F----	:30		<del>\$700.00</del>	NM		
See MG 1.10,1.11,1.12,1.13,1.14												
NA-PGM NOT SCHEDULED												
10	WVIT	07/23/12-07/29/12		5-530A CT NEWS TODAY	5A-530A	-----F----	:30		\$150.00	NM		
Ⓜ MG for 2.1,1.1												
11	WVIT	07/23/12-07/29/12		6-7A CT NEWS TODAY	6A-7A	-----F----	:30		\$375.00	NM		
Ⓜ MG for 2.1,1.1												
12	WVIT	07/23/12-07/29/12		7-9A TODAY SHOW	7A-9A	-----F----	:30		\$400.00	NM		
Ⓜ MG for 2.1,1.1												
13	WVIT	07/23/12-07/29/12		11-12P CT NEWS TODAY	11A-12P	-----F----	:30		\$75.00	NM		
Ⓜ MG for 2.1,1.1												
14	WVIT	07/23/12-07/29/12		7-9A TODAY SHOW	7A-9A	-----F----	:30		\$400.00	NM		
Ⓜ MG for 2.1,1.1												
Week:		07/30/12	08/05/12	111-1--				4	\$700.00			
Week:		08/06/12	08/12/12	1-111--				4	\$700.00			
2	WVIT	07/27/12	08/12/12	OLY EARLY MORNING	M-F 6A-10A		:30			NM	10	\$7,000.00
IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	----1--				1	\$700.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WVIT	07/23/12-07/29/12		OLY EARLY MORNING	M-F 6A-10A	-----F----	:30		<del>\$700.00</del>	NM		
See MG 1.10,1.11,1.12,1.13,1.14												
NA-PGM NOT SCHEDULED												

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u> 322082 / 5		<u>Alt Order #</u>
<u>Contract Dates</u> 07/27/12 - 08/12/12	<u>Product</u> SENATE 2012	<u>Estimate #</u> 11341
<u>Advertiser</u> MURPHY FOR SENATE		<u>Original Date / Revision</u> 07/03/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	11111--				5	\$700.00			
Week:		08/06/12	08/12/12	11111--				5	\$700.00			
3	WVIT	07/27/12	08/12/12	OLY WKDAY DYT M-F	10A-5P		:30			NM	19	\$7,600.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	----2--				2	\$400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WVIT	07/23/12-07/29/12	OLY WKDAY DYT M-F	10A-5P	-----F----	:30		<del>\$400.00</del>	NM		
	See MG 3.21,3.22											
	NA-PGM NOT SCHEDULED											
	2	WVIT	07/23/12-07/29/12	OLY WKDAY DYT M-F	10A-5P	-----F----	:30		<del>\$400.00</del>	NM		
	See MG 3.21,3.22											
	NA-PGM NOT SCHEDULED											
	21	WVIT	07/31/12-07/31/12	OLY WKDAY DYT M-F	10A-5P	-Tu-----	:30		\$400.00	NM		
	Ⓜ MG for 3.1,3.2											
	22	WVIT	08/09/12-08/09/12	OLY WKDAY DYT M-F	10A-5P	----Th----	:30		\$400.00	NM		
	Ⓜ MG for 3.1,3.2											
Week:		07/30/12	08/05/12	21222--				9	\$400.00			
Week:		08/06/12	08/12/12	22212--				9	\$400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	20	WVIT	08/06/12-08/12/12	OLY WKDAY DYT M-F	10A-5P	MTuWThF----	:30		<del>\$400.00</del>	NM		
	Credited											
	DNA-SEVERE WX COVERAGE											
4	WVIT	07/27/12	08/12/12	OLY WKEND DAYTIME	10A-6P		:30			NM	5	\$5,500.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----S-				1	\$1,100.00			
Week:		07/30/12	08/05/12	-----S-				2	\$1,100.00			
Week:		08/06/12	08/12/12	-----S-				2	\$1,100.00			
5	WVIT	07/27/12	08/12/12	OLY WKEND DAYTIME	10A-6P		:30			NM	5	\$5,500.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----S				2	\$1,100.00			
Week:		07/30/12	08/05/12	-----S				2	\$1,100.00			
Week:		08/06/12	08/12/12	-----S				1	\$1,100.00			
6	WVIT	07/27/12	08/12/12	OLY ZONE	730P-8P		:30			NM	8	\$8,000.00
	IP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	----1--				1	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WVIT	07/23/12-07/29/12	OLY ZONE	730P-8P	-----F----	:30		<del>\$1,000.00</del>	NM		
	See MG 6.9											
	NA-PGM NOT SCHEDULED											
	9	WVIT	07/30/12-07/30/12	OLY ZONE	730P-8P	M-----	:30		\$1,000.00	NM		
	Ⓜ MG for 6.1 07/27											

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<u>Advertiser</u> MURPHY FOR SENATE		<u>Original Date / Revision</u> 07/03/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	- 1 - 11 - -				3	\$1,000.00			
Week:		08/06/12	08/12/12	- 1111 - -				4	\$1,000.00			
7	WVIT	07/30/12	08/12/12	OLY PRIME	8P-12A		:30			NM	13	\$65,000.00
IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	21211 - -				7	\$5,000.00			
Week:		08/06/12	08/12/12	11121 - -				6	\$5,000.00			
8	WVIT	07/27/12	07/27/12	OLY OPGN CRMNY FR	730P-12A		:30			NM	1	\$7,500.00
IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	---- F - -				1	\$7,500.00			
9	WVIT	07/27/12	08/12/12	OLY PRIME	8P-12A		:30			NM	3	\$15,000.00
IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	----- S -				1	\$5,000.00			
Week:		07/30/12	08/05/12	----- S -				1	\$5,000.00			
Week:		08/06/12	08/12/12	----- S -				1	\$5,000.00			
10	WVIT	07/27/12	08/05/12	OLY PRIME	8P-12A		:30			NM	2	\$10,000.00
IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	----- S				1	\$5,000.00			
Week:		07/30/12	08/05/12	----- S				1	\$5,000.00			
11	WVIT	08/12/12	08/12/12	OLY CLOSING CEREMONIE	8P-12A		:30			NM	1	\$5,000.00
IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----- S				1	\$5,000.00			
Totals											80	\$143,100.00

Time Period	# of Spots	Gross Amount	Net Amount
06/25/12 - 07/29/12	11	\$22,200.00	\$18,870.00
07/30/12 - 08/12/12	69	\$120,900.00	\$102,765.00
<b>Totals</b>	<b>80</b>	<b>\$143,100.00</b>	<b>\$121,635.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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